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STATE FOR NEA/ELA, AIAG FOR WINN  
AMMAN FOR WHITTLESEY  
USAID/GH/HIGN FOR CARROL  
USAID/ANE/TS FOR CLEMENTS

E.O. 12958: N/A

TAGS: [KFLU](#) [KPAO](#) [SENV](#) [EG](#)

SUBJECT: EGYPT: EVALUATION OF OUTBREAK COMMUNICATION STRATEGIES IN  
COUNTRY AVIAN INFLUENZA PLANS

REF: STATE 46669

11. (U) In response to reftel, the Government of Egypt finalized an Avian Influenza (AI) Communication Strategy in May 2006, focusing on the prevention phase, in strict accordance with WHO guidelines for outbreak communication. The GOE prepared this plan in cooperation with Egypt's AI communication working group. Participants in the working group include the Egyptian Ministries of Health and Information, as well as USAID, WHO, UNICEF and FAO. We forwarded a copy of Egypt's complete AI Communication Strategy to the AIAG.

12. (U) GOE officials are developing the Egypt Pandemic Phase Communication Strategy, which will be issued as a companion document to the AI Communication Strategy under the title "Supplement to the AI Communication Strategy." This strategy, being prepared in cooperation with Egypt's AI communication working group, is also in accordance with WHO guidelines for communication strategies.

JONES